

ADVERTISING RATES

4-COLOR	RATES
Full Page	\$174,040
2/3 Page	\$125,310
1/2 Page*	\$99,205
1/3 Page**	\$71,360
Cover 2	\$208,850
Cover 3	\$200,150
Cover 4	\$226,255

ISSUE AND CLOSING DATES

Published 6 times a year by Hearst Magazines. Issued approximately the Tuesday prior to cover date. Insertion orders must be received by the space close.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class) and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPLIT RUN ADVERTISING

Split runs are available. Rates upon request.

EFFECTIVE

MARCH / APRIL 2021 ISSUE

CIRCULATION

800,000

NOTE: All rates are gross

For more information, contact
WILLIAM UPTON
AT 212-649-2904 OR
WILLIAM.UPTON@HEARST.COM

REGIONAL ADVERTISING

Regional rates available upon request.

CIRCULATION

Member of the Alliance for Audited Media. Subscriptions \$12.00 per year. Single copy price \$4.99 U.S., \$5.99 Canada.

* Half page horizontal only

** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break.

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